



# 10 overlooked security actions that you should prioritize in 2025

As we enter 2025, many people know the basic cybersecurity practices, but several overlooked or underappreciated actions can significantly improve personal security. Here are 10 security actions that are often overlooked but should be prioritized in 2025:

## 1. Disable Unnecessary Services and Ports

**2. Why:** Many devices and applications have services running in the background that attackers can exploit if left open.

**How:** Regularly audit your devices and disable unused ports, services, or software. For example, turn off remote desktop services or file sharing if you don't use them.

## 2. Review and Revoke Unused Permissions on Apps

**Why:** Apps often request permissions beyond what's necessary for their functionality, which can pose security risks.

**How:** Periodically review the permissions of

apps on your smartphone, computer, and cloud services. Revoke unnecessary permissions such as location access, camera, and microphone usage.

## 3. Use Device Encryption (Full Disk Encryption)

**Why:** If your device is lost or stolen, encryption prevents unauthorized access to your data.

**How:** Ensure full disk encryption is enabled on all devices, including smartphones, laptops, and external drives. Use built-in encryption tools like BitLocker (Windows) or FileVault (Mac).

## 4. Secure Your Smart Home Devices

**Why:** IoT (Internet of Things) devices such as smart speakers, cameras, and thermostats can be vulnerable entry points for cybercriminals.

**How:** To limit exposure, change default usernames and passwords, update firmware regularly, and isolate IoT devices on a separate network from your main devices.

## 5. Limit Tracking and Use Privacy-Focused Search Engines

**Why:** Many online services track your behavior and data, creating potential security risks.

**How:** Use privacy-conscious browsers (e.g., Brave) and search engines (e.g., DuckDuckGo).



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# Letter from the Editor



## Happy New Year!



We all had colds, so we celebrated New Year's Eve on Saturday, January 4, and stayed up until midnight to ring in the "New Year" with the grandchildren!

No one made any resolutions, and I'm glad. We're taking everything one day at a time and doing the very best that we can! Who could ask for anything more?

They're having fun while excelling in school, and we have a trip to the Lego Discovery Center in Somerville planned for the near future.

To avoid seeming like a broken record, and because we think you probably have a good grasp of basic cyber security awareness, our front page article is about the **10 overlooked security actions that you should prioritize in 2025**. Don't do them all at once, because you'll be overwhelmed. "Resolve" to do one a week, and you'll get lots of satisfaction when completed.

On pages 4-5, Susan Rooks helps us improve our **ABOUT profile on LinkedIn**. She provides instructions with examples and recommends an article on LinkedIn that offers 15 more examples of Summaries. You can access these URLs on her "Experts" page on the DentalManagersSociety.com website. You can read all her LinkedIn articles and use the embedded links to gain more information.

We're happy to welcome back Deb Parent, President, and Katlyn Almeida, RDH, Senior Recruiter for Rightfit Recruiting, LLC. We all know how hard it can be to find new team members that complement your staff. With Kate's experience as an RDH, and Deb's years of recruiting and HR experience, you'll find their information invaluable.

In this month's article on pages 6-7, **"What can we do to make recruiting easier in 2025?"** they state that they have identified some interesting patterns and trends with how candidates and employers interact. See if you are fitting this pattern in your interviewing techniques.

Are you still doing Zoom webinars? We're looking to offer some free trainings in the near future. Would you attend? Do you have any suggestions on topics and/or speakers? Please send me your thoughts.



Have a warm and cozy month!



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Consider browser extensions like uBlock Origin or Privacy Badger to block trackers.

### 6. Keep Physical Security in Mind

**Why:** Physical device access is a significant threat to digital security, especially in public or shared spaces.

**How:** Use privacy screens on laptops and mobile devices, avoid leaving devices unattended, and consider using a lock or biometric authentication for physical device access (e.g., phone or laptop).

### 7. Set Up Account Recovery Options Properly

**Why:** If you lose access to an account, proper recovery options can help you regain control without security issues.

**How:** Ensure recovery email addresses, phone numbers, and security questions are up to date. Consider using a secure recovery method, such as a secondary email or trusted contact.

### 8. Review Device and App Privacy Settings Regularly

**Why:** Privacy settings often change with software updates, and you might unknowingly share more data than intended.

**How:** Periodically audit your privacy settings across all devices, apps, and online services. Turn off features like location tracking and data collection where they are not needed.

### 9. Lock Your Devices with Stronger Authentication

**Why:** Many people rely solely on PINs or basic passwords for locking devices, which are often easily bypassed.

**How:** Use stronger authentication methods, such as biometric options (fingerprint or facial recogni-

tion) or a more secure PIN pattern. Avoid simple 4-digit PINs.

### 10. Consider a Privacy Audit for Your Online Presence

**Why:** As your online identity grows, you may inadvertently expose sensitive information.

**How:** Perform a privacy audit on your online accounts, including social media profiles, to ensure personal details (e.g., birthdate, address, employer) aren't publicly accessible. Use tools like Google's privacy checkup and review what personal data is shared with third parties. You can access them at:

<https://safety.google/privacy/privacy-controls/>

Facebook also has a Privacy Checkup Page at: <https://www.facebook.com/privacy/checkup>

### Bonus Tip: Invest in a Personal Security System for Remote Work

**Why:** With remote work becoming more common, securing your home office is often overlooked.

**How:** Set up firewalls, use a VPN, and ensure secure Wi-Fi. Regularly scan for malware on remote devices, especially if working with sensitive or business-related information.

These overlooked actions will significantly boost your security posture and privacy in 2025, protecting you from many cyber threats that can slip under the radar.

If you need help with this, get in touch!



# Your LinkedIn™ About Section

So far in this series about the LinkedIn™ basics, we've learned more about using LinkedIn to draw others to our profile with information on the **banner**, the **picture**, and the **headline**.

Now comes the real "meat" of any profile: the **About** section (sometimes called the Summary) that allows us to meet prospective clients where their pain points are by sharing ways we can help them.

While there are no absolute rules for creating this section, I've learned over time that a thoughtfully filled-out section gets us what we're usually looking for: connections and/or clients.

What you'll see below are ideas I've gleaned from others and from my own experience on LI, which has given me 95% of my clients in the last 10 or so years. It took me a while, but once "I got it," I GOT IT!

So, let's see if what I've suggested — strongly — below will help you here.

**1. Remember that the About section** is about YOU helping others, not some mythical person with your name. You can use your own language, tell your own story, woo your own clients.

**2. Use a "hook" to grab a scroller's** attention quickly, like starting with a question about pain points you could help with.

Think about those who already work with you. What did they say when you asked them how you could help? What pain points did they instantly mention?

If those pain points align with your strengths, mention them to pull in more clients!

**Content Creators:** Have you ever published a document with "pubic" in it when you meant "public"? "Orgasm" when you meant "organism"? How could that happen?

**3. Always write in the first-person** (using "I"), never in the third person (using your name).

That does not encourage anyone to want to be part of your world! Even worse is using your name and then using "we" or some other pronoun that doesn't seem to fit. Don't give the reader an excuse to move on to the next profile; you may never get that person back to yours.

I know that many of us think that using "I" is too much like shining a bright light on ourselves and bragging, but we are talking about what **we** do, right? It's not bragging when we stick to the facts of how we have helped others with the same issues. We just shouldn't embellish those facts with strong adjectives about ourselves.

John Smith is a highly decorated expert in the field of ...

We are always looking for ...

John's managers have always said that he ...

**4. Tell a story about your success** in your primary field. Show what you did, how you helped, etc. Be real. Use humor if you want to. Let others see who you are in a professional sense, as someone they'd feel comfortable working with!

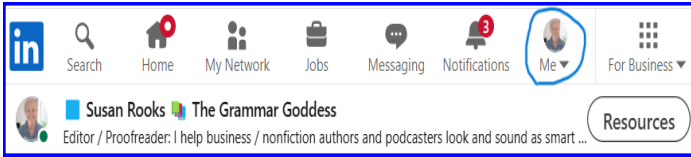
**5. Use this section to fully cover WHY** you do what you do. What makes it important to you? Why is helping others succeed important to you?

**6.** Feel free to highlight your achievements, but base them all on how they helped others — the kind of others you're hoping to land as clients / mentors / connections.

## Mechanical things to know about:

**1. You can always edit** your sections; no one is forced to always use their first version. Life changes. Your profile can and likely should change occasionally, too!

**2. First go to the LI homepage** by clicking the “home” icon on top of any page you’re on. On the homepage, look at the top again and see your picture where you see mine outlined in blue. Click on it to go to your own home page.



On your page, you’ll see a pencil at the top right side. Click on it to edit/make changes. Remember to click “save” at the bottom when you’re done!



The pencil shows up in each section on your page, so you can always make changes to individual sections.

**3. As of 2024, we have 2,600 “characters”** to use in telling our story, and that includes spaces between words and paragraphs.

**4. Please break your big paragraphs** into smaller ones; it’s really hard to read a paragraph that’s more than about 8 or 9 lines of type. Huge paragraphs often have a reader decide to just move on to another profile.

**5. Be sure to use past tense verbs** for all work you show that ended. Many times that’s overlooked and could confuse a reader.

**Remember:** It’s well worth the time you can spend looking closely at others’ profiles, especially their About section. You never know where and when you’ll see something you could use on your own!

**Here’s a worthwhile article** that shows 15 other very decent examples of what they call a Summary.

<https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>.


Now this is a long URL, so here’s one from Tiny URL that you can at least copy:  
<https://tinyurl.com/mt23sxms>

Or, this QR Code:



Next month, we’ll explore other less-critical sections that you might want to fill in. And remember: I’m open to any questions you may have.

**Grammar Goddess Communication**  
I will help you look and sound as smart as you are.



**Editing / Proofreading of**  
**Annual Reports — Blogs — Business / Nonfiction**  
**Books — Podcast Transcriptions — Websites**

**Never ask: How smart is that person?**  
**Always ask: How IS that person smart?**

# What Can We Do to Make

So many small businesses today have difficulty growing, simply because they can't find the right people. This is why I started my business as a private recruiter 11 years ago. I saw that small businesses don't have the recruiting expertise internally to effectively search for top talent. In the past 11 years since starting the business, and recruiting for a wide variety of industries and positions, we have identified some interesting patterns and trends with how candidates and employers interact.



**From watching this interaction between employer and candidates, we noticed that clients who have the most success in hiring have some things in common.** I thought it would be useful to share what we have learned about the relationship between the employer and candidate, so that you can position your business to better attract top talent.

You might be surprised to learn that the reason many businesses can't find help often has to do with "the way they think" about finding help. The first thing a client needs to know when launching a search is, "It is still a candidate's market." Some business owners may not have recruited for years, and therefore approach recruiting like they would have a decade ago, when candidates may have been more plentiful and less demanding.

**The businesses which are most successful in hiring today are those who:**

- **Understand that candidates have many job choices** and are most likely interviewing with multiple employers while they are interviewing with you. These businesses ensure that their recruiting process is not prolonged, that it is a "high-touch" experience for the candidate, and that the company and candidates are in continual communication with many touch points throughout the process.
- **Develop and refine their employment brand** (online and otherwise) in order to attract the best and brightest.
- **Conduct a market analysis themselves**, or engage an outside recruitment consultant prior to the job search to ensure what they are offering is a competitive market wage. If you are below market, you will have a difficult time filling any position, and even when you do, you will likely only be able to attract "C" players, as "A" and "B" players will be able to command higher market rates.
- **Do a great job selling the company**, and what they have to offer the candidate



# Recruiting Easier in 2025?

- **Give the candidate ample space** during an interview to ask their questions and assess the employer. This may seem obvious, but I have had candidates share that the interview they went through with an employer was rushed, was all about the employer, did not give them a chance to ask their questions, and was focused on only what they could bring to the table for the employer, and not at all on what the employer could offer them.



- **Have had training on interview skills** to ensure interview questions do not violate any

employment laws, neither the Federal, nor State laws.

- **Ask relevant questions of the candidate**, not high-pressure or stress type questions, or legal, yet inappropriate ones.
- **Conduct past supervisory reference checks**

Treat candidates with respect. This includes those who are chosen, and those who are rejected. This means getting back to candidates promptly following the interview and selection, scheduling the interviews and start dates promptly, and maintaining continual communication with the candidate selected prior to their start date.

## The Goal

The above are recruitment simply best practices, which any business can implement. And the best part is that most of these practices are not costly and can be implemented internally. Using these best practices will put you in a better position when recruiting, with the goal of **increasing the candidate flow, genuine interest in your business, and increasing the quality of candidates who express interest in your organization.**



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## January 2025—In This Issue:

- **10 overlooked security actions you should prioritize in 2025**
- **Your LinkedIn™ About Section**
- **What can we do to make recruiting easier in 2025?**
- **And MORE!**

*This newsletter was thoughtfully edited by Susan Rooks, the Grammar Goddess, so we can look and sound as smart as we are.*



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The Grammar Goddess

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# WEAVE

## Exciting new features!

Available in the new Weave experience:

[Dashboard](#)

[Schedule Send](#)

[Texting Tags](#)

[Pop-outs](#)

[Settings](#)

[Notifications](#)

[Contacts](#)

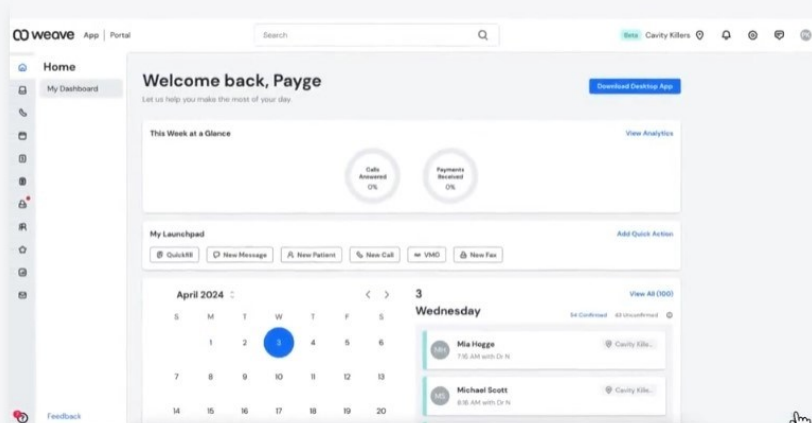
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### Weave Dashboard

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- \* Customizable Quick Actions
- \* Your office calendar
- \* Stats of Weave setup and usage
- \* Suggested training courses and payments all when you open Weave

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